

**REMARKS**

Claims 1-15 and 39-42 are cancelled and replaced with new claims 43-55.

The grounds of rejection are moot, in light of the new claims.

Applicants intend to present clear and unamended claims in claims 43-55. They do not intend to introduce any new matter.

In the new claims, "synthetic" is a term found in the title of the application.

Maintaining sales histories that include per-location details is clearly expressed in the application of a causal calendar that tracks "events impacting goods at particular selling locations" and in creating a history for a new selling location from an incumbent or "candidate" selling location. The term "candidate" was used in the original claims to refer to goods that have an actual sales history, from which a synthetic sales history could be generated. In the description of a computer-implemented method and system, reference to database records appears near the top of page 2 of the application and "data" is referred to throughout the application. The general thrust of creating a detailed synthetic sales history instead of a normalized projection is retained.

One feature that has not previously been discussed is that synthetic history can be replaced with actual history until actual history has displaced synthetic history.

**Interview Request**

Applicants believe that the new claims are allowable over the art of record.

We request an interview for the purposes of going over the claims and putting them in condition for allowance without further delay.

**CONCLUSION**

Applicants respectfully submit that the pending claims are now in condition for allowance and thereby solicit acceptance of the claims as now stated.

Applicants would welcome an interview, if the Examiner is so inclined. The undersigned can ordinarily be reached at his office at (650) 712-0340 from 8:30 a.m. to 5:30 p.m. PST, Monday through Friday, and can be reached at his cell phone at (415) 902-6112 most other times.

***Fee Authorization.*** The Commissioner is hereby authorized to charge underpayment of any additional fees or credit any overpayment associated with this communication to Deposit Account No. 50-0869 (BLFR 1002-1).

Respectfully submitted,

Dated: 28 July 2008

/Ernest J. Beffel, Jr./

Ernest J. Beffel, Jr.  
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